



September 2022

Dear Media Professional,

The “Big Times Are Back” in a BIG way and on behalf of the Board of Directors and the entire Big Fresno Fair family, we would love for you to join us at the 2022 Big Fresno Fair, October 5 –16!

We are proud of being a family–fun, educational and affordable entertainment venue and this year we are continuing to offer great ways to save! Plus, once at the Fairgrounds there are plenty of FREE attractions and exhibits for all of our patrons to enjoy. From exhibits to live horse racing, entertainment to livestock and everything in between, the Fair is BIGGER and BETTER than ever! Use this media kit as a guide to this year’s 12–day event that attracts more than 600,000 people!

This will also debut a lot of new attractions like the XPogo – Extreme Pogo Sticking, the return of Livin’ Local Marketplace and Food Truck Alley, new additions to the Fresno County Historical Museum, plus new neon signs in the Paul Paul Theater and of course lots of new and delicious food! Read all about these items and so much more in the enclosed media kit.

At The Big Fresno Fair our mission has always been to celebrate, educate and have fun and we at the Communications Department make it our sole responsibility to assist you in any and all ways possible. From answering questions to helping facilitate interviews for filming and photography, we make it our priority to help you meet the strict deadlines of the media industry. The Communications Department at The Big Fresno Fair has a qualified team of individuals to assist with anything you may need and we are available 24 hours a day, 7 days a week to help make your job as easy as possible!

There are many stories waiting to be told about the events, history and people that make this 138–year tradition so special to the Central Valley and we look forward to working with you this year. Please do not hesitate to stop by or call with any questions, ideas, suggestions or concerns. We truly appreciate your coverage of the Fair, and we will do whatever we can to make your time on the Fairgrounds a positive and successful experience. The “Big Times Are Back” at The Big Fresno Fair, October 5 – 16...can’t wait to see you there!

Sincerely,

Debra Nalchajian–Cohen
Executive Communications Director
The Big Fresno Fair

Danielle L. Griffin
Communications Director
The Big Fresno Fair

